



**PRESS RELEASE
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Ramar Foods Grows Distribution of New Magnolia® Tropical Ice-Cream Line

(Pittsburg, CA) – According to a recent Mintel Report, ice-cream and frozen desserts are consumed by almost 90% of American households in the United States.¹ Magnolia's® all-natural ice-cream line is inspired by exotic, tropical flavors and contain whole fruit purees, most of which are grown throughout the Pacific Rim and Southeast Asia on family farms. Distribution expansion in the Northeast includes Kings Supermarkets in New Jersey as well as Morton Williams and Gourmet Garage in Manhattan.

Magnolia's® Tropical Ice-Cream line contains a high 30% fresh fruit puree content and is comprised of 6 mouth-watering, tropical flavors including refreshing Lychee, Coconut, Mango, Avocado, Thai Tea and Ube (purple yams).

This delicious all-natural line is created by taking premium ice-cream and introducing the exotic fruit and tropical flavors offering healthier more natural flavor choices for all to enjoy. With wholesome natural ingredients and a total of 220 calories per serving of 75g of ice-cream, Magnolia's Ice-Cream line gives consumers a refreshing choice to the regular vanilla and chocolate flavored ice-cream.



In addition to their newly launched all-natural flavors, Ramar Foods (www.RamarFoods.com) also produces a delicious range of single serve novelty milkbars which include flavors such as Azuki Red Bean, Halo Halo, Ube & Red Bean, Coconut, Mango and Thai Tea.

Ramar Foods provides the American palate with tropical flavors and has been pioneering Filipino and Asian foods since 1969. Magnolia's® Tropical Ice-Cream line is

¹ Mintel Report, *Ice Cream Sales and Trends* - <http://www.idfa.org/news--views/media-kits/ice-cream/ice-cream-sales-and-trends/>



one of the company's flagship brands and made with only the finest fruit ingredients and genuine California milk all produced in Northern California since 1972.

Magnolia's® Tropical Ice-Cream line hit the shelves just in time for Summer 2012 with and demand is steadily increasing their beautifully presented 6 brightly designed pint-size tubs with a competitive suggested retail price starting at \$4.99.

About Ramar Foods International

In 1969, Ramon and Maria Quesada started a small family-run business known as Orientex and began selling Filipino handicrafts at the San Jose Flea Market in California. Within a few short years, Orientex had a brick and mortar market in Mountain View, California importing various frozen and dry goods alongside the traditional handicrafts of Filipino. Today, Ramar Foods International manufactures over 100 products in its three factories that find their way to Asian groceries and distributors nationwide. The company's highly experienced and personable customer service team is committed to putting the customer's needs first. Using high quality ingredients and time-tested family recipes combined with reliable distribution and excellent customer service, Ramar Foods International has gained much respect in the industry and the community. For more information about Ramar Foods, visit (www.RamarFoods.com).



For product samples, press materials, or further information, please contact Leigh-Anne Anderson at 805-969-3744, or LAnderson@christiecomm.com.

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